

## SCOPE OF DUTIES STATEMENT

### BUSINESS RETENTION AND EXPANSION MANAGER

(EL PASO CONTRACT POSITION)

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#### ***General Purpose:***

The Business Retention and Expansion Manager is responsible for assisting businesses in El Paso to remain and prosper in the area through a comprehensive business retention program, including the identification of key issues and trends affecting the local business community and resolution of such key issues and developing added value strategies. Business retention and expansion is a sales function that requires a manager to direct and monitor the progress of the retention program on a day-to-day basis, while maintaining long term, effective relationships with senior managers of the key companies in El Paso.

This position is the critical, lead position in a multi-agency team effort to: a) initiate customer contact, b) identify and facilitate the delivery of needed business services to the customer; and c) improve overall customer satisfaction with the City of El Paso as a place to locate and grow a business. Within this program, the “customer” is defined in specific terms and includes companies in targeted business sectors.

The Business Retention and Expansion Manager is responsible for coordinating a professional team of Outreach Specialists, as well as, a team of service providers who are committed to meeting the needs of business in El Paso. The Business Retention and Expansion Manager ensures that Outreach Specialists meet their goals for on-site visits with local businesses and provide a quality service level to the businesses.

The Retention and Expansion Manager is also responsible for monitoring overall referrals emanating from the program, as well as, any software and/or database programs utilized for the function.

#### ***Key Responsibilities:***

- Establish, develop and maintain a long term, effective plan for a systematic retention and expansion program
- Identify companies in targeted business sectors
- Set weekly, monthly and annual goals for visits to be conducted by Outreach Specialists
- Train and communicate with Outreach Specialists
- Direct the launch and growth of the program
- Monitor all partner referrals to ensure prompt response to all requests for assistance
- Act as a troubleshooter when necessary to ensure that referrals are completed
- Build a team of service providers through outreach to community, workforce and economic development organizations
- Encourage local, regional and state government to be a part of the service delivery/retention and expansion team
- Manage automated data system
- Manage marketing and maintain program visibility to business community
- Develop added value program strategy to stimulate growth through Business-to-Business linkages, where possible. (i.e. assessment of company capabilities in technology and manufacturing and benefit of partnerships.)

***Outreach Activities:***

The Business Retention and Expansion Manager ensures that outreach visits are being conducted with targeted companies in the City of El Paso. Specific responsibilities are as follows and may pertain directly to the Retention and Expansion Manager and/or Outreach Specialists:

- Serve as a representative of the City of El Paso's Business Retention and Expansion Program.
- Project positive and supportive image of City of El Paso
- Review and prioritize list of businesses to be visited
- Obtain prior considerable knowledge of the company to be visited
- Conduct personal meetings with company CEO, Plant Manager, or Senior Manager utilizing the survey tool and participate in conversation relevant to specific organization
- Establish and maintain working relationships with company officials
- Input information from survey into Executive Pulse database within 24 hours of the visit
- Use automated referral system to forward referrals (action items) to the appropriate service provider(s) within 24 hours of the visit
- Maintain good working relationships with service providers to ensure complete knowledge and understanding of the available services offered by each
- Provide assistance to others involved in the City's retention program as needed
- Develop and maintain a quality assurance system for follow-up with businesses to ensure satisfaction with service delivery

***Knowledge, Skills and Abilities:***

- Proactive, self-starter with drive, determination and a positive attitude
- Ability to work with minimal supervision
- Goal oriented and results focused with high standards
- Good project management and implementation skills
- Excellent interpersonal, communication, phone and listening skills
- Excellent time management and project management skills
- Strong management skills and the ability to focus and multi-task
- Strong team building and motivational skills
- Ability to remain objectified
- Prior private sector sales experience
- Good understanding of customer satisfaction principles and best practices
- Excellent writing, presentation, report, typing and computer skills
- Good knowledge of economic development principles and practices
- Thorough knowledge and genuine interest of local business community and various business entities
- Ability to communicate clearly and concisely orally and in writing in English and some Spanish.

***Minimum Qualifications:***

Education and Experience: Equivalent to a combination of a Bachelor's degree in business or public administration, economics, finance or related field and four (4) years of professional business, economic, operational, marketing or financial analysis. Experience of working directly with businesses, business support agencies and public/private partnerships is essential. Previous experience in a business development role, either in public or private sector is desirable. Previous experience of establishing business networks and partnerships would also be advantageous.

Work extended hours as necessary

Physical Effort and Work Environment: Daily driving through City traffic.

Licenses and Certificates: Texas Class "C" Driver's License or equivalent from another state.